

# Elliot Diamond

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## EXPERIENCE

10+ years producing digital and print advertising campaigns for major software, technology and consumer brands. Expertise in developing information architecture, content strategy and leading teams in the execution of websites, online applications and advertising campaigns.

*CPP, Inc, Mountain View CA*

### **User Experience Architect / Web Producer**

March 2012 – Present

- Developing information architecture and designing the UI for workforce development publisher's online assessment management application.
- Responsible for producing functionality specification documents including user flows, wireframes and page specifications.
- Conduct weekly user testing to inform UI design.
- Collaborating with product managers to define application requirements.
- Overseeing UI development process.

*SKOW Advertising, San Francisco CA*

### **Senior Producer**

March 2009 – May 2011

- Responsible for the day-to-day operations of 6 FTE advertising agency.
- Served as daily client contact for all accounts; created and led new business pitches with agency president.
- Conducted competitive and target audience analysis and developed strategy for integrated, multi-channel advertising campaigns.
- Conducted user research, authored content strategy and analyzed results for Symantec global partner initiative; deliverables included: website design / development, digital and print promotional materials.
- Served as information architect for Microsoft IT community website redesign; developed and presented sitemap and wireframes.
- Oversight of all aspects of development and delivery for advertising campaigns, websites, brand identity programs, including work produced by creative and development teams.

### **Production Manager**

January 2007 – February 2009

- Managed production of all interactive and print campaign deliverables.
- Served as technical client contact for all campaigns; assisted client's technical teams in implementation of final deliverables.
- Responsible for developing relationships with and managing external vendors.
- Provided guidance on and ensured all creative employed the most effective technologies.

Clients included VMware, Symantec, Wells Fargo, Linden Lab and Microsoft.

*Macromedia / Adobe, San Francisco, CA*

### **Senior Interactive Producer**

September 2004 – April 2006

- Produced global digital advertising campaigns and web experiences from discovery to completion for in-house advertising studio.
- Responsible for managing cross-functional teams and external agencies throughout project life cycle.
- Produced photography shoots; sourced photographers, talent, locations and negotiated contracts.
- Lead producer for Breeze 5 (now Adobe Connect) product launch global campaign.
- Concepted, wrote and edited integrated digital campaigns.

*Wells Fargo Bank (Private Client Services), San Francisco, CA*

**Production Manager**

December 2000 – August 2004

- Oversaw department workload (100+ projects / mth); determining priorities and assigning resources.
- Managed projects from inception to completion; included developing and tracking schedules, defining and communicating requirements to design teams and facilitating approvals.
- Selected, negotiated estimates with and managed external print and fulfillment vendors.
- Responsible for quality at all stages; scrutinizing comps, final files and press proofs.

*Freelance*

August 2006 – December 2006; March 2011 – Present

**Project Management, Web Development**

- Developed high-level information architecture, RFP and sourced design / development firm for launch of thefix.com.
- Developed website (XHTML, CSS & JavaScript) for Bay Area Woodworking design firm: [www.harrisonwd.com](http://www.harrisonwd.com).
- Web production and project management for Wired Magazine's online gear and gadgets review guide.
- Designed and produced lead generation email template system for solar development firm.

**Photography**

- Photographed clothing boutique's Spring 2012 line for use on website and marketing materials: [www.carolinaboutique.com/store](http://www.carolinaboutique.com/store).
- Styled and photographed full product line and retail store for San Francisco chocolate retailer. Images currently used for in-store displays, website, advertising and seasonal promotional materials. Published in San Francisco Magazine, Bay Guardian and SF Weekly.
- Photographer for Radar Magazine's feature on NYC fashion week.

**EDUCATION**

**University of Pennsylvania**

*Bachelor of Arts in English Literature*

Philadelphia, PA

*December 1998*

**San Francisco State Multimedia Studies Program**

*Coursework in Information Design, Interaction Design and Flash*

San Francisco, CA

*2007 – 2009*

**SOFTWARE / SKILLS**

- Microsoft Word, Excel, PowerPoint, Project
- Adobe Acrobat, Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash (Basic knowledge); Lightroom
- OmniGraffle, Keynote, Merlin
- HTML, CSS, JavaScript (basic knowledge), WordPress
- 35mm Digital Photography / Studio Lighting